

intended to cover such departures from the present disclosure as come within known or customary practice in the art to which this invention pertains.

Claims

- 5 1. A method for providing advertisements comprising the steps of:
receiving an advertisement from at least one source selected from a group
consisting of sponsors and advertising agents;
providing said advertisement to a user;
estimating an advertising commission according to the type of advertisement
10 and manner of providing it to the said user; and
demanding said advertising commission from at least one source selected from
a group consisting of sponsors and advertising agents;
wherein an access commission is estimated and demanded from at least one
source selected from a group consisting of sponsors and advertising agents when said
15 user links to an advertisement-related site by means of said advertisement.

2. The method for providing an advertisement as claimed in claim 1, wherein the
step of demanding said advertising commission from at least one source
selected from a group consisting of sponsors and advertising agents comprises
20 the steps of:
renewing a log file for recording the number of times said advertisement are
provided to said user;
estimating the number of said advertisements that are provided to said user by
analyzing the log file using streaming media; and

estimating said advertising commission by applying a predetermined commission rate to said estimated number of advertisements provided to a user.

3. The method for providing an advertisement as claimed in claim 1, further comprising the steps of:

5 generating a log file for said user; and

converting said log file into a plurality of profiles according to the personal information of said user by using time data stored in said log file.

- 10 4. The method for providing an advertisement as claimed in claim 3, wherein said personal information comprises at least one kind of information selected from the group consisting of gender, area, log history, occupation, hobby, school career, and customer level.

- 15 5. The method for providing an advertisement as claimed in claim 1, wherein further comprising the steps of:

storing data about the time duration and contents of links with said advertisement-related site; and

20 estimating said access commission by applying a predetermined commission rate to said contents of a link.

6. The method for providing an advertisement as claimed in claim 1, wherein the advertisement comprises at least one kind of information selected from a group consisting of: normal image information, No Good (NG) image information, and

advertisement-related information about Commercial Films (CF), movies, and music videos.

7. The method for providing an advertisement as claimed in claim 1, wherein said advertisement is provided by at least one kind of icon selected from a group consisting of:
- a CF parade icon for providing at least one kind of DF information selected from a group consisting of said normal image information and said NG image information;
 - a movie parade icon for providing at least one kind of movie information selected from a group consisting of said normal image information and said NG image information;
 - a related information icon for providing said advertisement-related information, wherein said advertisement-related information is at least one kind of information selected from a group consisting of information about related persons, music and places related to said CF information, and said movie or music video information;
 - a learning space icon for providing expert information about said advertisement;
 - a shopping icon for providing a product advertised by said advertisement; and
 - a questionnaire icon for collecting opinions about said advertisement.

8. The method for providing an advertisement as claimed in claim 7, further comprising the steps of:

receiving an information-demand signal according to which icon is selected by
said user from among a group of icons consisting of said CF parade icon, said
movie parade icon and said music video parade icon; and
providing one kind of information selected from a group consisting of said CF
information, said movie information and said music video information according
5 to said information-demand signal received from said user.

9. The method for providing an advertisement as claimed in claim 8, wherein the
step of providing one selected from the group consisting of said CF information,
10 said movie information and said music video information according to said
information-demand signal for said user is accomplished by downloading.

10. The method for providing an advertisement as claimed in claim 8, wherein said
downloaded information is a moving image picture.

15
11. The method for providing an advertisement as claimed in claim 7, wherein
further comprising the steps of:
receiving an information-demand signal according to clicking on said related
information icon from said user;
20 providing at least one advertisement-related information corresponding to said
information-demand signal to the user, said advertisement-related information
being one selected from the group consisting of a personal information, a music
information, a place information and a gossip information about said CF
information, said movie information and said music video information; and

providing an access for a site related to the advertisement-related information to the user.

12. The method for providing an advertisement as claimed in claim 7, further comprising the steps of:
- receiving an information-demand signal according to clicking on said learning space icon from said user;
- providing at least one advertisement-related information corresponding to said information-demand signal to the user, said advertisement-related information being one selected from the group consisting of an advertising knowledge, books related to said advertisement and an educational organ information related to said advertisement; and
- providing an access to a site related to the advertisement-related information to the user.
13. The method for providing an advertisement as claimed in claim 7, wherein further comprising the steps of:
- receiving an information-demand signal according to clicking said opinionnaire icon from said user;
- selecting a pertinent information in accordance with said information-demand signal, said pertinent information being one selected from the group consisting of researching, monitoring and rank deciding; and
- providing the pertinent information to said user.

14. The method for providing an advertisement as claimed in claim 7, further

comprising the steps of:

- receiving an information-demand signal according to clicking on said shopping icon;
- providing a pertinent information according to said information-demand signal
- 5 for said user; and
- linking a related site corresponding to said pertinent information.

15. An apparatus for providing an advertisement, comprising:

- a storage device; and
- 10 a processor coupled to said storage device,
 - said storage device storing
 - a program for controlling said processor; and
- said processor operative with said program to receive an advertisement from at least one source selected from a group consisting of sponsors and advertising agents;
- 15 provide said advertisement to a user;
 - estimate an advertising commission according to the type of advertisement and manner of providing it to the said user; and
 - demand said advertising commission from at least one source selected from a group consisting of sponsors and advertising agents;
- 20 wherein an access commission is estimated and demanded from at least one source selected from a group consisting of sponsors and advertising agents when said user links to an advertisement-related site by means of said advertisement.

16. The apparatus for providing an advertisement as claimed in 15, wherein said

processor further operate with said program to generate a log file for said user; and
to convert said log file into a plurality of profiles according to the personal
information of said user by using time data stored in said log file.

- 5 17. The apparatus for providing an advertisement as claimed in 16, wherein the
personal information comprises at least one kind of information selected from the group
consisting of information about gender, age, occupation, hobby, area, school career and
log history.
- 10 18. The apparatus for providing an advertisement as claimed in 15, wherein said
processor further operate with said program to store data about the time duration and
contents of links with said advertisement-related site; and
to estimate said access commission by applying a predetermined commission
rate to said contents of a link.
- 15 19. The apparatus for providing an advertisement as claimed in 15, wherein the
advertisement comprises at least one kind of information selected from the group
consisting of normal image information, No Good (NG) image information and
knowledge information of Commercial File (CF) information, movie information, music
20 video information.